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AGENCY CORRESPONDENCE

TO: Nancy Ryan
FROM: Diane Cimine
SUBJECT: 1993 Negotiations Presentation

DATE: July 21, 1992

Nancy,

The following items should be folded into the agency's discussion on negotiating strategies for Print for 1993: ("Translate" as you see fit within the overall context of your presentation)

Section: ADDED VALUE

Issue: To include merchandising as an integral element of the overall package that is developed for each of the major publications/ groups. As appropriate, determine either a fixed percent of spending or a formula to set the value we earn.

Tactics: Over the next weeks, we will be meeting with brand, promotion and events to determine their needs and thereby be in a better position to identify what it is we may want each group to do. Our intention is to meet with the groups that offer the best match with our needs to begin setting programs in motion for '93 going in.

Section: POSITIONING

Issue: With the ever increasing competitive pressures our brands are under as well as the advertising clutter (both in volume and size of unit) that the consumer is faced with, we need to take very hard lines going in on where our advertising should sit in the books. Again, this needs to be an integral factor in assessing packages this year.

Tactics: The going in requests should specify as much as possible goals we would like to achieve, and the means required to do so.

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There is no "one size fits all" solution to this, and as with the merchandising issue, we'll need to customize our requests based somewhat upon type of publication, frequency, purpose in the mix, etc.

Specific items to include would be:

- *exclusivity arrangements
- *franchise positions/ specific rotations that are pre-approved
- *upfront handling of inserts
- *specifying positioning requests by association with features versus section in the book

Section: Problem Books

Issue: We have experienced frustrations in achieving our objectives with a number of publications during 1992 (Vogue, Vanity Fair and Cosmopolitan, most notably).

Tactic: Whether it be poor positioning, competitive clutter or refusal to accept our units, we need to address and identify requirements without which we will not advertise.

While we need to discuss and flesh out the details, these two areas need to be highlighted going in and publications should be alerted that value vis a vis these items will be a critical determining factor in the level of business a publication will enjoy in 1993.

Have a safe trip in... see you tomorrow.

(I will be in a meeting 4-5p. N.Y.time, but leave a message if you have a question.)

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